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1971 SPRING-EARLY SUMMER POTATOES

acreage marketing guides



U.S. DEPARTMENT OF AGRICULTURE CONSUMER AND MARKETING SERVICE
NOVEMBER 1970 AMG 76

PREFACE

The nature of potato markets makes production planning at least as necessary as it is for many industrial goods. Helping farmers with this need-
ed planning is the objective of the Acreage-Marketing Guides program. Through
this program, USDA's Consumer and Marketing Service tries to help growers
balance the supply of potatoes with anticipated market requirements.

Some production influences--such as weather extremes--cannot be controlled.
But growers have control over plantings. They can help achieve balanced mar-
kets by planting optimum acreages--acreages likely to result in enough produc-
tion for consumer needs, but not enough to depress prices.

Consumer and Marketing Service commodity specialists continually study
markets for potatoes and other produce. They recommend acreage levels which
are likely to result in seasonal crops equal to market needs. In turn, their
recommendations are reviewed by various other USDA agency representatives who
are well versed in the potato industry.

The recommendations for 1971 spring and early summer potatoes are present-
ed in this publication. In the past, when growers have kept acreage within
recommended levels, few marketing difficulties have developed.

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1971 SPRING-EARLY SUMMER POTATOES
ACREAGE MARKETING GUIDES

I. THE NATION'S ECONOMY

The economy remains sluggish as the fall months begin. Output, hurt by reduced defense expenditures, declining investment, and a slowly growing volume of consumer spending has failed to turn upward. Accordingly, unemployment has risen and personal income gains have moderated. However, there are signs of improving business activity as sales of some durable goods improve, price increases ease, and prime interest rates decline.

Consumer outlays in the first half of 1971 are expected to improve as the economy picks up. Expanding employment, higher wage rates, and larger personal income tax exemptions will bolster gains in after-tax incomes and contribute to further increases in spending for food and other consumer goods.

II. POTATO HIGHLIGHTS AND PROSPECTS

The potato industry showed a strong growth pattern in the decade of the 1960's. The decade closed with a favorable tone. Production attained a record level in 1969 as did total consumption of food potatoes. Farm value of 1969 potato sales, at \$622 million, was the third highest on record.

Potato food consumption increased by 26 percent between 1959 and 1969. All of the gain was due to shift in consumer demand to processed potato products. At the same time, the total quantity of fresh table sales declined 15 percent. Nevertheless, fresh use continues to account for more than half of total food sales. But in the early 1970's, processed use is expected to increase and account for more than half of the total food market.

During the 1960's, the U. S. total potato acreage held on a relatively level plane, average yield increased substantially, and total production showed an irregular upward trend. The 1969 production was a record 311.9 million hundredweight, and the 1970 prospective total will set a new record -- 323.5 million hundredweight, almost 4 percent more than last season.

In recent years, the combined acreage of potatoes in winter, spring and summer producing areas has declined, and total fall acreage has increased, particularly in the western fall group of States. In 1970, fall potato production accounts for 78 percent of the U. S. total crop, up from 74 percent in 1965, and 68 percent in 1960.

Although the national crop usually is excessive compared with total market needs for food and seed, fewer periods of surplus supplies developed during the late 1960's compared with the 1950's and early 1960's. As a result of the parallel uptrends in production and total national requirements, the total quantity of potatoes sold increased 29 percent between 1959 and 1969, or from 216.5 million hundredweight to 279.2 million.

The annual average farm price for potatoes was \$2.23 per hundredweight in both 1968 and 1969. Comparable data for 1965, 1966, and 1967 were \$2.53, \$2.04 and \$1.86, respectively. As a result of a "short crop" and a relatively high average price (\$3.50) in 1964, total value of potato sales that season was a record \$765 million. This compares with \$589 million in 1968 and \$622 million in 1969.

An appraisal of the potato industry suggests that in the early 1970's there will be slight year-to-year change in total plantings, a slightly rising trend in yields, particularly as marginal acreage is retired, and an irregular uptrend in total production. Total potato supplies likely will continue relatively heavy compared with market requirements.

As consumer demand is expected to continue to shift to processed products, particularly chips, frozen and dehydrated items, potato producing areas without local potato processing plants will be at a competitive disadvantage compared with those areas where local processing plants have been established. Therefore, in the 1970s, "new crop" potato areas are likely to show declining percentages related to total potato output. And production will become increasingly concentrated in several of the northern fall "storage" States.

Also, year-to-year fluctuations in average potato prices may narrow as an increasing proportion of the crop is expected to be sold to processors under preseason contractual arrangements. Potato farm production expenses likely will increase but a rising yield trend would help to limit advances in unit costs of production.

III. 1971 GUIDES - SPRING AND EARLY SUMMER POTATOES

Acreage-marketing guides for spring and early summer potato producing States are shown on page 5. The 1971 planting guide for each of these States is an acreage equal to 1970.

The aggregate acreage guide for the early and late spring crops is 111,400 acres, equal to that in 1970. Such an acreage, with average yields by States, will result in a 1971 marketing guide crop of 25.5 million hundredweight, about equal to the 1970 output.

In the early summer group of States, the total planting guide is 81,400 acres, equal to that in 1970. Such an acreage with average yields by States will result in a 1971 production of 12.8 million hundredweight, 4 percent above the 1970 total of 12.3 million hundredweight.

The U. S. 1971 total potato marketing guide recommendation is 298.0 million hundredweight. The U. S. national marketing guide is distributed among the seasonal crops on the basis of the 1968 and 1969 average percentage of the national crop that originated in the respective seasonal group. The total early and late spring marketing guide is equivalent to 8.65 percent of the national guide; the early summer marketing guide is equivalent to 4.55 percent. Moreover, guide yield per acre is the average of the 2 highest yields in the 3 crop seasons, 1968-70.

(Continued on page 6)

Table 1.--Potatoes, Spring and Early Summer: Recommended
acreage-marketing guides for 1971

Season and State	Acreage guide, 1971 ^{1/}	Marketing guide, 1971
	<u>Acres</u>	<u>1,000 cwt.</u>
<u>EARLY SPRING:</u>		
Florida-Hastings	24,500	4,263
-Other	2,000	286
Texas	3,300	426
Total	<u>29,800</u>	<u>4,975</u>
<u>LATE SPRING:</u>		
North Carolina		
8 N. E. Counties	9,500	1,425
-Other Counties	2,400	288
Alabama	7,900	1,027
Mississippi	2,400	197
Arkansas	1,700	119
Louisiana	3,100	205
Texas	5,100	520
Arizona	11,300	2,712
California	38,200	14,058
Total	<u>81,600</u>	<u>20,551</u>
Spring total	<u>111,400</u>	<u>25,526</u> ^{2/}
<u>EARLY SUMMER:</u>		
Missouri	800	83
Kansas	1,300	114
Delaware	6,200	1,271
Maryland	1,500	255
Virginia-Eastern Shore	28,800	3,859
-Other	2,000	200
North Carolina	2,000	230
Kentucky	2,500	180
Tennessee	3,800	357
Alabama	9,000	1,134
Texas	18,500	3,367
California	5,000	1,775
Total	<u>81,400</u>	<u>12,825</u> ^{3/}

^{1/} No change compared with 1970 plantings.

^{2/} Total spring production in 1970 was 25,545,000 cwt.

^{3/} Total early summer production in 1970 was 12,311,000 cwt.

III. 1971 GUIDES - SPRING AND EARLY SUMMER POTATOES (CONT'D)

Spring and early summer potato production levels have been holding within a narrow range. These seasonal crops move largely to fresh table outlets, although movement to potato chip outlets has been gaining. Competing supplies of processed potatoes, particularly frozen french fried and to a lesser extent dehydrated products, have checked demand for new crop potatoes. Spring and early summer growers have largely adjusted their output in response to the persistent shift in demand from fresh to processed food potatoes.

In the spring and early summer of 1970, potato supply was in favorable balance with market needs, and prices received by growers were above average. In 1971, spring and early summer growers are recommended to "hold the line" on acreage. If so, no unusual marketing difficulties are anticipated.

IV. SPRING POTATOES

Total spring potato acreage in 1970 was record-low, and average yield was record-high. Nevertheless, total production was down moderately, amounting to 25.5 million hundredweight compared with 27.0 million in 1969. In 1970, shipping point prices in all producing areas were strong. The average farm price was estimated at \$3.40 per hundredweight, the highest since 1964, and substantially above the 1969 average of \$2.64. Details on the spring crop are shown in Figures 1, 2, and 3 and Tables 2, 3, and 3A.

(Continued on page 8)

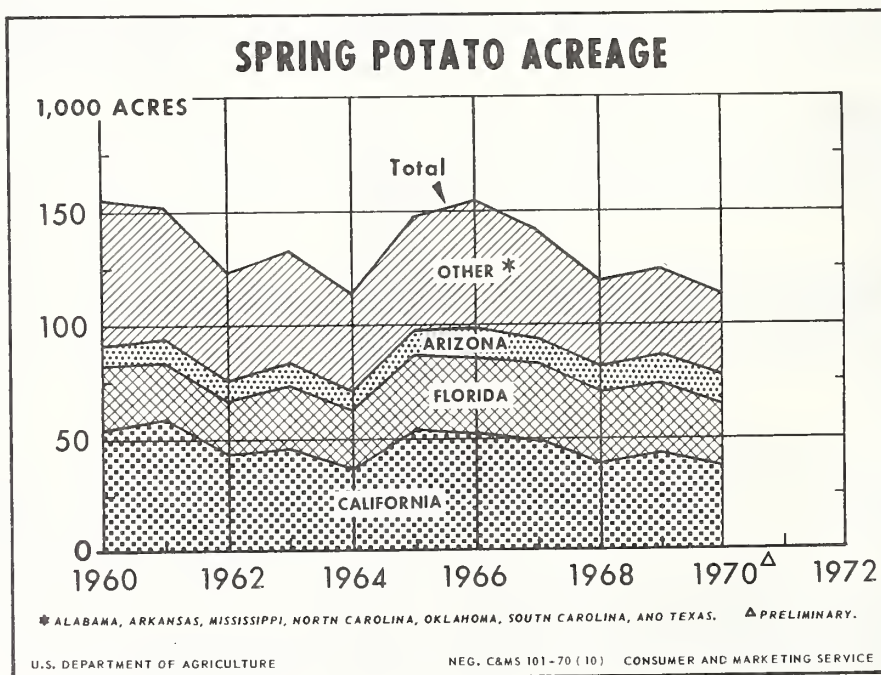


Figure 1

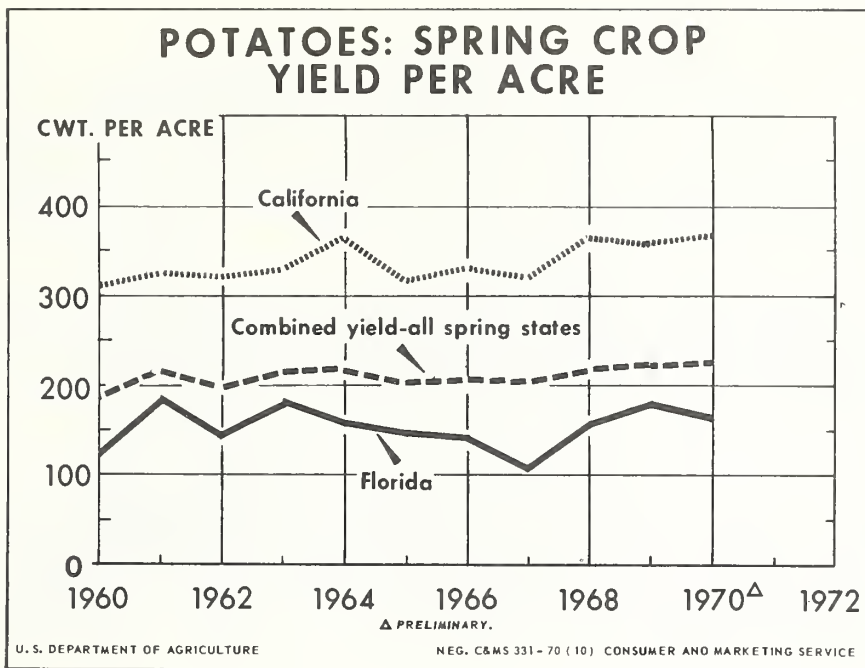


Figure 2

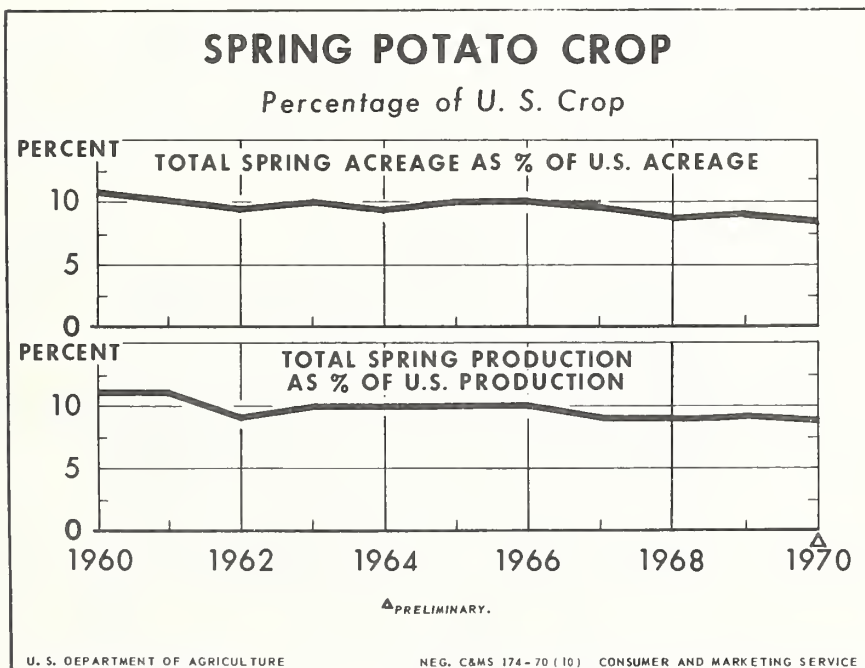


Figure 3

IV. SPRING POTATOES (CONT'D)

In 1970, 55 percent of the total spring crop originated in California, 17 percent in Florida, 11 percent in Arizona, 7 percent in North Carolina, 4 percent in Alabama, and 4 percent in Texas. In 1970, spring output in all principal producing areas except North Carolina and Texas was less than that in 1969. The total spring production is indicated to be 8 percent of the U. S. 1970 total potato production.

The California spring harvest was active in April, several weeks ahead of the 1969 late start. Volume peaked in June and continued active well into July. The season average price to growers was indicated at \$3.15 versus 1969's \$2.41 per hundredweight. Details on California's crop are shown in Table 4 and Figure 4.

Adverse weather delayed start of Florida's harvest until well into April and the bulk of the crop moved in May, although June marketings were heavier than in recent seasons. There was active bidding for the Florida supply in both fresh market and chip outlets. The 1970 Florida farm price was estimated at \$3.90 per hundredweight; the 1969 average was \$2.83. Details on Florida's crop are shown in Figure 5.

There was a brisk demand for 1970 Arizona spring potatoes for chipping and in fresh market outlets. Chippers absorbed a substantial volume. About a third of the Arizona crop was marketed in May, and the remainder in June. The 1970 Arizona farm price approximated \$3.10 per hundredweight versus 1969's \$2.90. Details on Arizona's crop are shown in Figure 6.

The market for 1970 North Carolina spring potatoes was strong. About 80 percent of the supply was marketed in June and the remainder in July. The season average price was indicated to be \$4.35 per hundredweight compared with \$2.48 in 1969. Details on North Carolina's crop are shown in Figure 7.

In Alabama, the combined spring-early summer volume was approximately 3,700 carlot equivalents. Marketings were active in May, peaked in June and July, with a moderate volume sold during August. The 1970 average farm price was approximately \$3.75, about \$1.00 above the 1969 average. Details on Alabama's crop are shown in Figure 8.

The 1970 spring-early summer market also was favorable for Texas growers. The farm price range was mostly \$4.70 to \$5.70, and substantially above 1969 levels. Details on the crop in Texas are shown in Figure 9.

In 1971, spring potato growers are recommended to hold acreage and production levels close to those in 1970. In 1971, market needs for fresh potatoes are expected to show little change from a year earlier. However, some growth is expected in demand for potatoes for chipping. At the same time, competing stocks of frozen potatoes in the spring of 1971 are expected to exceed those in the spring of 1970 (see chart page 26).

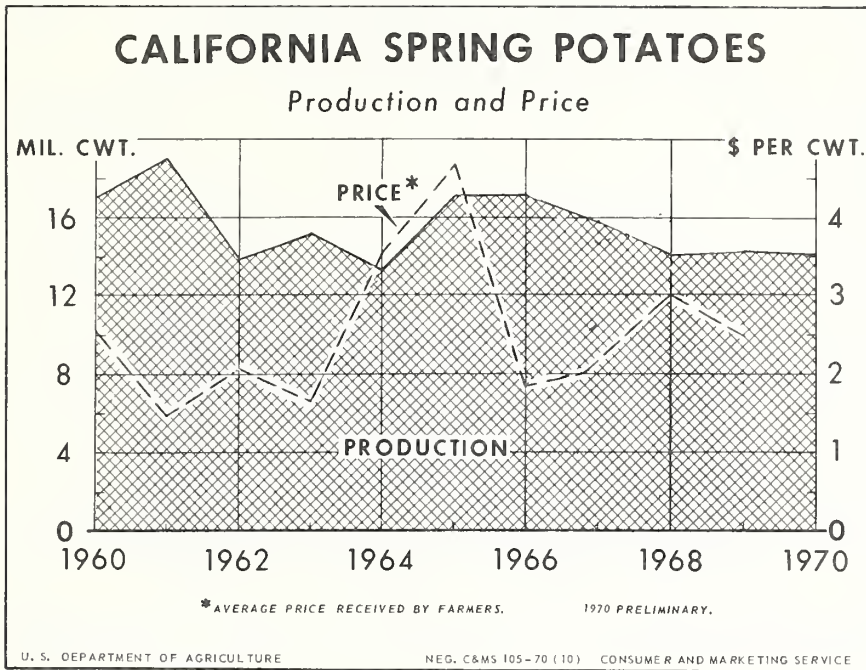


Figure 4

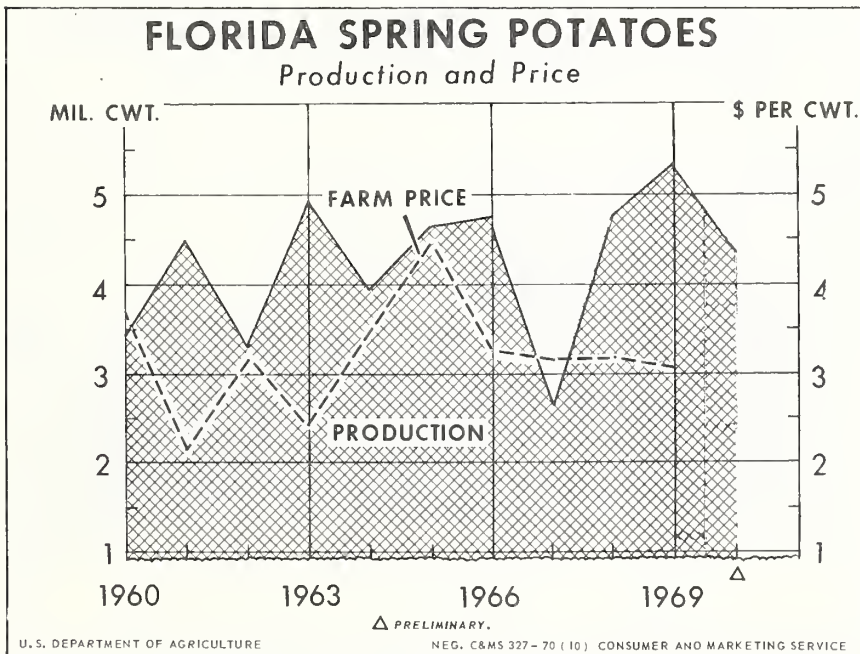


Figure 5

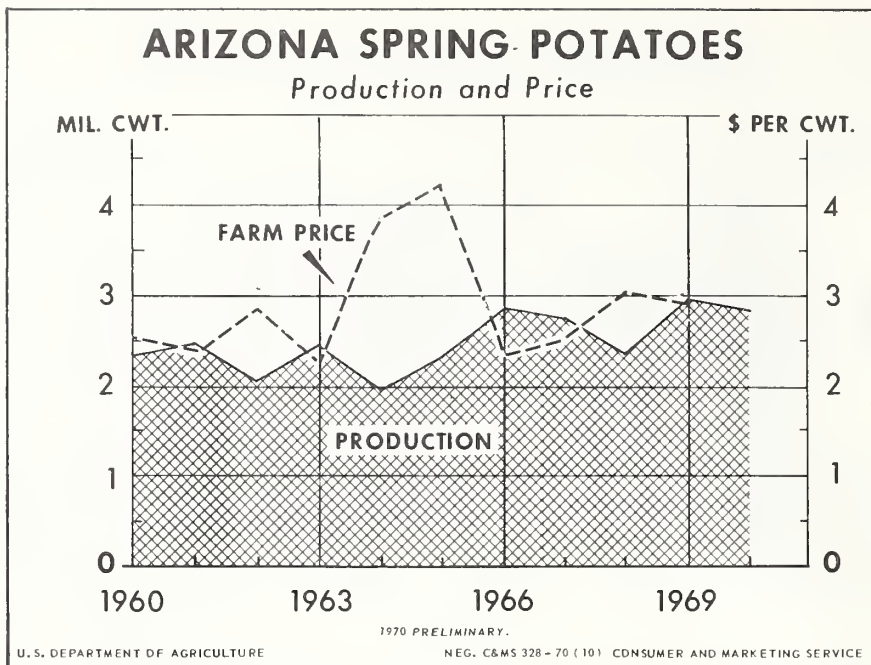


Figure 6

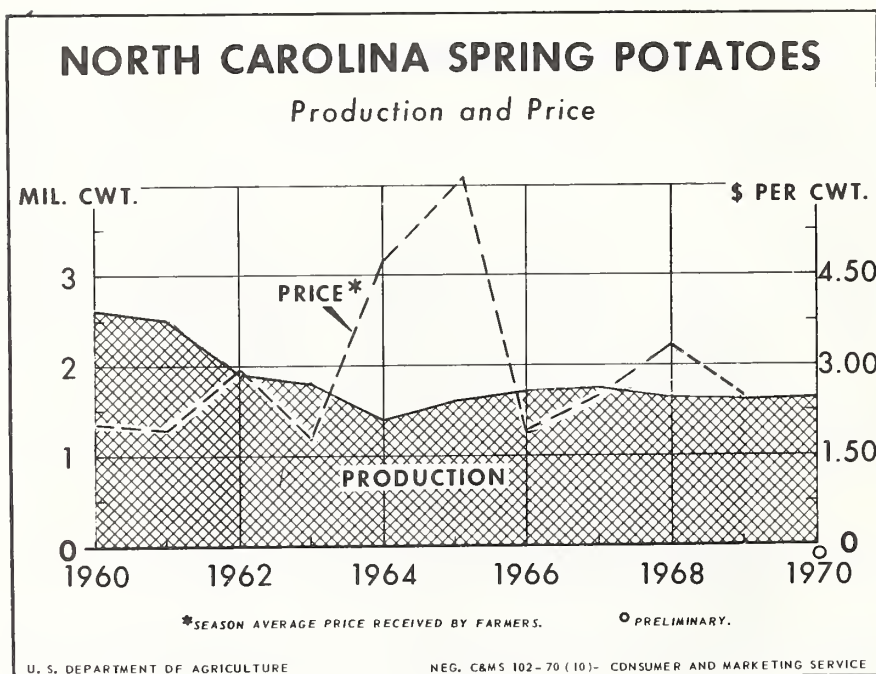


Figure 7

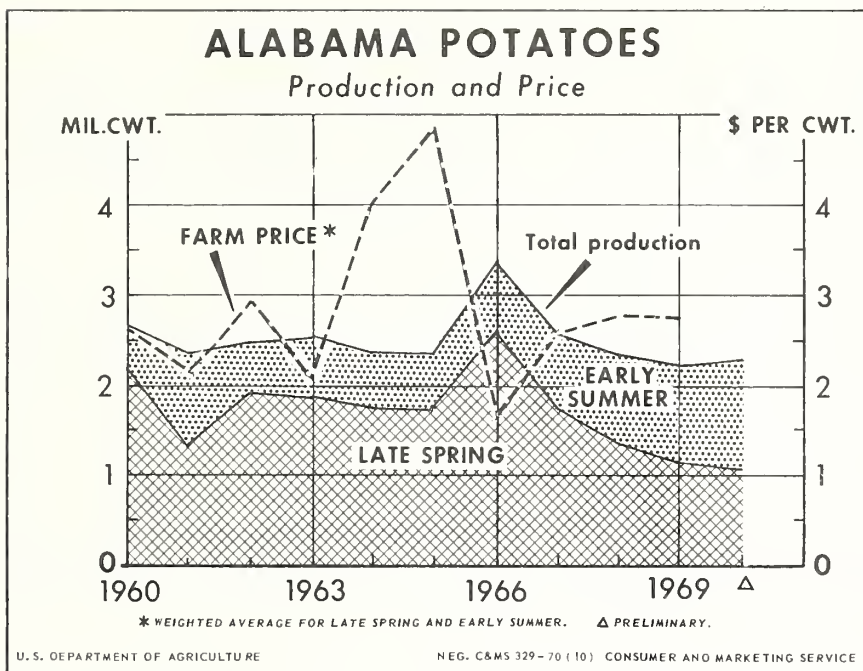


Figure 8

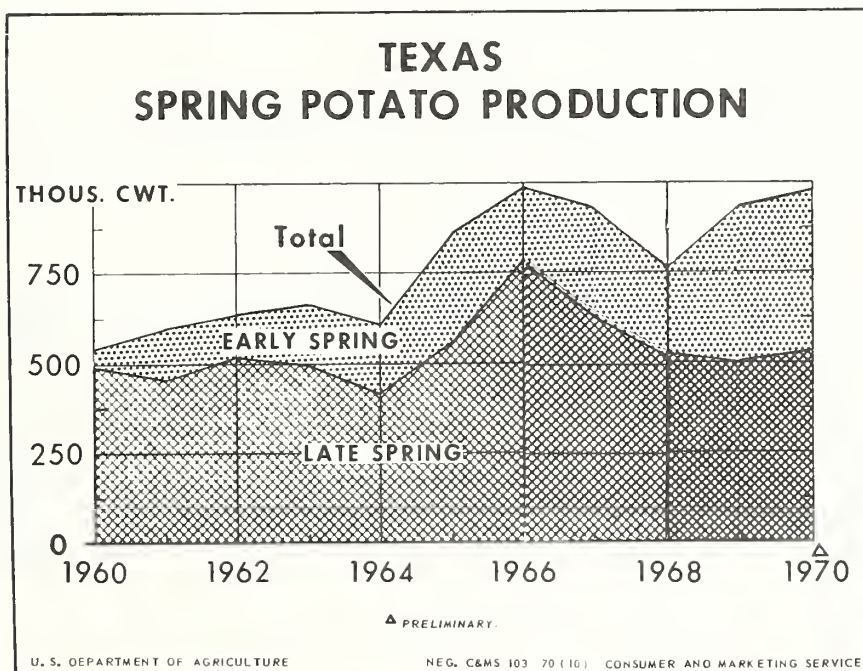


Figure 9

Table 2.--Potatoes, Total Spring Crop: Selected data, 1951-70 crops

Crop year	Acreage harvested	Yield per acre	Production:		Disposition		Price <u>l</u> ¹	Value of sales
			Million cwt.	Used on farms	Million cwt.	Sold		
	1,000 acres	Cwt.	Million cwt.	Million cwt.	Million cwt.		Dollars	\$ Million
1951	191.1	121	23.1	3.3	19.8		2.39	47.2
1952	199.2	128	25.5	2.8	22.7		3.98	90.3
1953	235.7	134	31.5	5.1	26.4		1.65	43.5
1954	188.8	137	25.9	2.8	23.1		2.62	60.6
1955	190.4	146	27.8	2.5	25.3		2.39	60.3
1956	176.6	146	25.9	2.0	23.9		4.11	98.2
1957	185.5	170	31.5	2.2	29.3		1.51	44.2
1958	184.4	154	28.4	2.2	26.2		1.98	52.0
1959	137.8	183	25.3	1.5	23.7		3.21	76.3
1960	154.7	191	29.5	1.3	28.2		2.64	74.6
1961	147.5	214	31.6	1.3	30.3		1.77	53.6
1962	122.7	200	24.6	1.1	23.5		2.48	58.3
1963	131.0	213	28.0	1.6	26.3		1.91	50.3
1964	111.6	214	23.9	.6	23.3		3.69	86.0
1965	145.1	201	29.2	.6	28.5		4.74	135.2
1966	148.9	207	30.9	1.7	29.2		2.17	63.4
1967	130.8	203	26.6	.8	25.8		2.35	60.5
1968	115.5	221	25.5	.6	24.9		3.10	77.0
1969	121.0	223	27.0	.6	26.4		2.64	69.5
1970*	110.9	230	25.5					

N.A. - Not available.

* Preliminary.

l¹ Average price per cwt. received by farmers.

Table 3.--Potatoes: Prices received by farmers, selected States
and months, 1969 and 1970

State, year	: : :	April	: : :	May	: : :	June	: : :	July	: : :	Aug.	: : :	Sept.
<u>Dollars per hundredweight</u>												
Alabama:												
1970		----		3.75		3.75		4.00		3.00		----
1969		----		2.70		3.00		2.50		2.35		----
Arizona:												
1970		----		3.00		3.10		3.15		----		----
1969		----		2.85		2.95		2.80		----		----
California: 1/												
1970		3.85		3.25		2.80		3.65		3.15		----
1969		2.80		2.80		2.45		2.10		2.15		----
California: 2/												
1970		----		----		----		3.95		3.50		----
1969		----		----		----		2.00		2.10		----
Delaware:												
1970		----		----		----		2.80		2.30		2.20
1969		----		----		----		2.30		2.40		2.20
Florida:												
1970		5.19		3.49		3.22		----		----		----
1969		3.37		2.90		2.32		----		----		----
North Carolina:												
1970		----		----		4.46		4.00		3.25		3.09
1969		----		----		2.77		2.32		3.30		3.05
Texas:												
1970		5.70		4.80		4.70		4.70		3.50		3.10
1969		4.30		3.90		4.30		3.83		2.80		2.60
Virginia:												
1970		----		----		4.00		3.47		2.10		----
1969		----		----		2.95		2.40		3.16		----
U. S.:												
1970		2.70		2.88		2.97		3.68		2.49		2.07
1969		2.61		2.57		2.50		2.42		2.35		2.00

Note: 1970 data are preliminary.

1/ Spring crop. 2/ Early Summer crop.

Source: Agricultural Prices, issued monthly by the Statistical Reporting Service.

Table 3A.--Potatoes: Shipments during selected months from selected States of origin, 1969 and 1970

State, year	: : :	April	: : :	May	: : :	June	: : :	July	: : :	Aug.	: : :	Total, April- August
<u>Carlot Equivalents</u>												
Alabama:												
1970		----		701		1,279		1,579		364		3,923
1969		----		471		1,642		1,910		172		4,195
Arizona:												
1970		79		1,386		3,322		269		----		5,056
1969		14		1,107		3,491		987		----		5,599
California:												
1970		2,738		7,768		13,180		6,696		2,606		32,988
1969		2,078		5,842		12,275		9,848		2,683		32,726
Florida:												
1970		1,815		6,022		1,366		-----		-----		9,203
1969		3,106		6,812		1,705		-----		-----		11,623
North Carolina:												
1970		-----		-----		1,984		679		-----		2,663
1969		-----		-----		1,466		1,050		-----		2,516
Texas:												
1970		317		533		36		2,009		2,204		5,099
1969		404		343		34		2,488		1,946		5,215
Virginia:												
1970		----		----		590		4,219		1,025		5,834
1969		----		----		904		4,566		401		5,871

Table 4.--Potatoes, California Spring Crop: Shipments by varieties, per capita shipments, and average price, 1960-70

Year	Shipments					U. S.	Per	
	:	:	:	:	:	total	capita	California
	Long	Round		Other		popu-	ship-	season
	whites	reds	Kennebecs	<u>1</u> '	Total	lation	ments	average
	:	:	:	:	:	2'	:	price
	----- Million hundredweight -----					Million	Pounds	\$ per cwt.
1960	11.2	1.2	1.7	.1	14.2	179.9	7.9	2.53
1961	12.5	1.0	1.5	.1	15.1	183.0	8.3	1.49
1962	9.0	.8	1.2	.2	11.2	185.8	6.0	2.05
1963	9.5	1.1	1.5	.2	12.3	188.6	6.5	1.64
1964	9.0	.9	1.7	.4	12.0	191.3	6.3	3.52
1965	11.0	1.2	2.6	.5	15.3	193.7	7.9	4.66
1966	9.5	1.1	2.5	.7	13.7	196.0	7.0	1.85
1967	9.4	.9	2.2	.6	13.1	198.2	6.6	2.08
1968	8.5	1.0	2.3	.5	12.3	200.2	6.1	2.99
1969	8.4	.9	2.3	.5	12.1	202.2	6.0	2.41
1970 <u>3</u> /	8.7	.9	2.1	.7	12.4	204.4	6.1	-

1/ Includes Russet Burbanks and Norgold Russets.

2/ 48 States as of July 1; includes armed forces.

3/ Preliminary.

V. EARLY SUMMER POTATOES

In 1970, total early summer potato acreage and production levels were moderately less than a year earlier, and were only slightly above the record-small levels reported in the mid-1960's. The 1970 early summer potato markets were strong and grower returns were high. No major marketing problems developed in 1970 except on Virginia's Eastern Shore where some tubers showed "second growth" and sprouts. Details on the early summer crop are shown in Figures 10 and 11 and Table 5.

Virginia was the top State in 1970 early summer production--producing 31 percent of the total. Also, 27 percent of the total originated in Texas, 13 percent in California, 10 percent in Delaware and 9 percent in Alabama. Each of the principal States' crops in 1970 were less than in 1969. The 1970 early summer production accounted for 3.8 percent of the U. S. (preliminary) total production.

In Virginia, the 1970 production was the smallest since 1966 (Figure 12). The Virginia harvest was active by late June, peaked in mid-July and continued into late summer. The bulk of the crop was marketed in July. In both 1969 and 1970, total shipments from Virginia amounted to approximately 5,900 carlot equivalents. However, the 1970 season average farm price was higher, at \$3.35 per hundredweight compared with \$2.54 in 1969.

Early summer potato production in Texas has held on a level plane since 1966 (Figure 13). The Texas early summer marketings from the High Plains area extended from early July into September with the bulk sold during August. Opening prices were high but a downward trend occurred in the late summer when supplies increased in competing late summer areas. The Texas July and August 1970 farm prices were \$4.70 and \$3.50 per hundredweight compared with \$3.83 and \$2.80, respectively, in 1969.

July rains slowed harvest in Delaware where 1970 production was relatively small (Figure 14). About three-fourths of the acreage was harvested by September 1. From July through September average price at farm declined from \$2.80 to \$2.20 with the bulk marketed at an average price approximately equal to the 1969 level.

In California, the 1970 early summer production was almost a fifth less than in 1969 (Figure 15). Most of the crop was sold between mid-July and mid-August. Competing supplies from California's spring harvest in 1970 were much less than in 1969. The 1970 farm price for California's early summer crop approximated \$3.75 per hundredweight compared with \$2.04 in 1969.

In Alabama's Sand Mountain area, the 1970 harvest was active from mid-July through mid-August. Although 1970 total marketings were about as large as in 1969, a much stronger price level prevailed.

Market needs for 1971 early summer potatoes are expected to match those in 1970. Demand for fresh table potatoes should be as strong as in 1970. However, overlap of 1971 late spring fresh supplies as well as stocks of frozen potatoes may be somewhat heavier than in 1970. At the same time, gain in demand can be expected for early summer potatoes for chipping. Consequently,

the 1971 guide recommendation for the early summer crop is a total planted acreage equal to 1970.

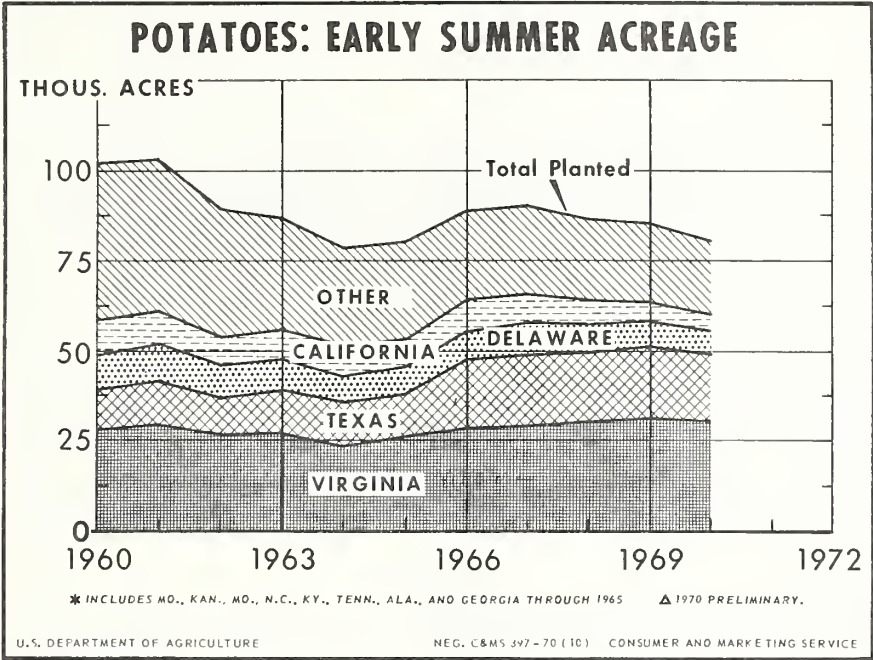


Figure 10

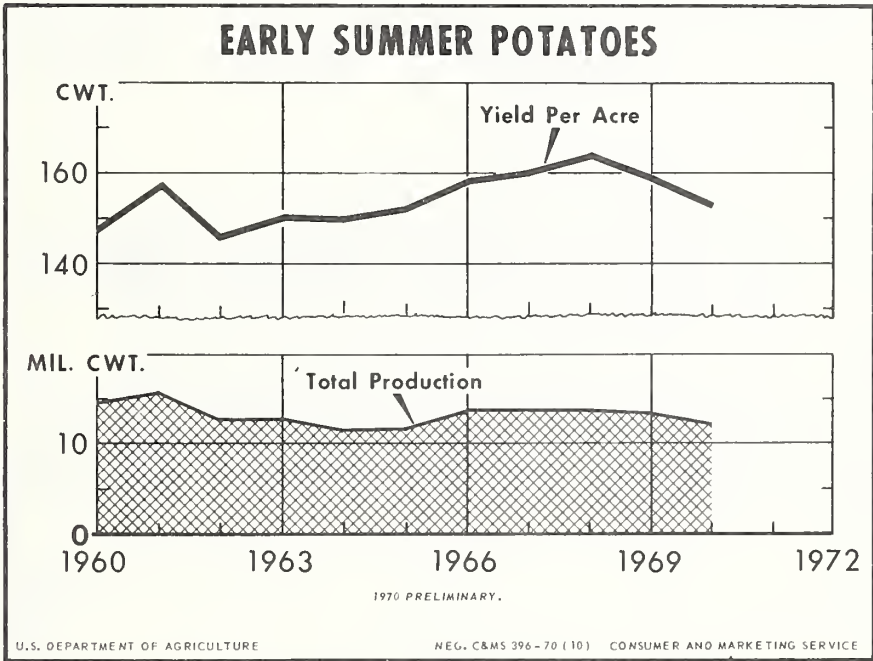


Figure 11

Table 5 .--Potatoes, Early Summer Crop: Selected data for 1951-70 crops

Crop year	: Acreage : : harvested :	: Yield : : per acre :	: Production : : Million cwt. :	Disposition		Price 1/ : Dollars :	Value : of sales :
				Used on : : farms :	Sold : : Million cwt. :		
	1,000 acres	Cwt.	Million cwt.	Million cwt.	Million cwt.	Dollars	\$ Million
1951	132.2	93	12.2	4.1	8.1	2.29	18.5
1952	121.7	81	9.9	3.0	6.9	4.54	31.3
1953	132.5	90	11.9	3.6	8.3	1.58	13.1
1954	117.9	95	11.2	3.3	7.8	2.50	20.1
1955	120.4	116	14.0	3.8	10.2	1.62	16.6
1956	103.8	112	11.6	2.6	9.0	4.79	43.0
1957	105.2	108	11.3	2.5	8.9	1.69	15.0
1958	105.5	133	14.0	2.7	11.3	1.49	16.9
1959	104.2	133	13.8	2.4	11.4	2.69	30.7
1960	101.3	147	14.9	2.2	12.7	2.31	29.4
1961	101.6	157	15.9	2.1	13.8	1.73	24.0
1962	88.5	146	12.9	1.7	11.2	2.18	24.5
1963	86.4	150	13.0	1.5	11.5	2.03	23.3
1964	77.9	150	11.7	1.2	10.6	3.38	35.7
1965	78.9	152	12.0	1.1	10.8	4.11	44.5
1966	87.1	158	13.7	1.2	12.6	2.06	25.9
1967	87.3	160	14.0	1.2	12.8	2.85	36.4
1968	85.3	164	14.0	1.1	12.9	2.66	34.4
1969	84.8	159	13.5	1.0	12.5	2.67	33.3
1970*	80.5	153	12.3				

N.A. - Not available.

* Preliminary.

Note: Data on disposition may not tally due to rounding.

1/ Average price per hundredweight received by farmers.

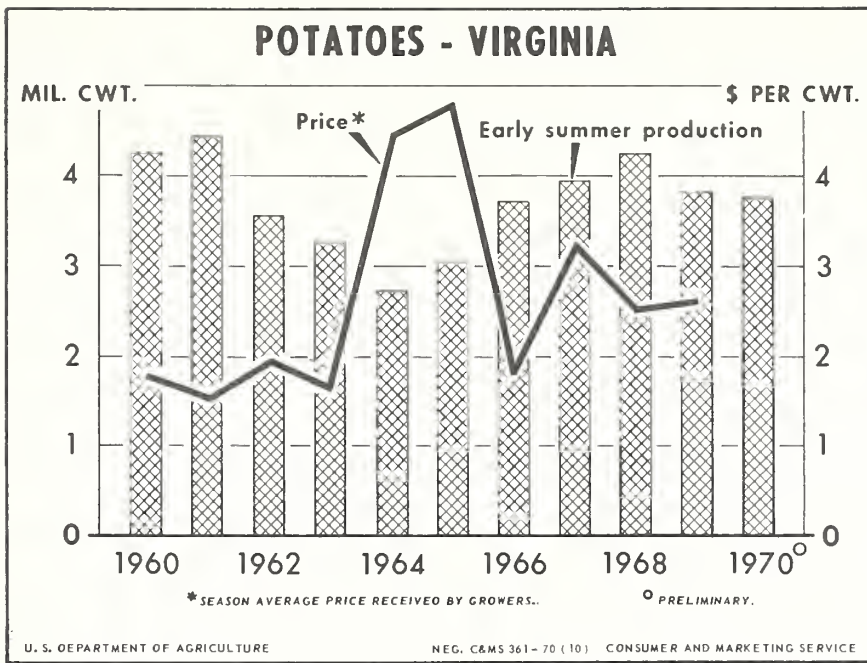


Figure 12

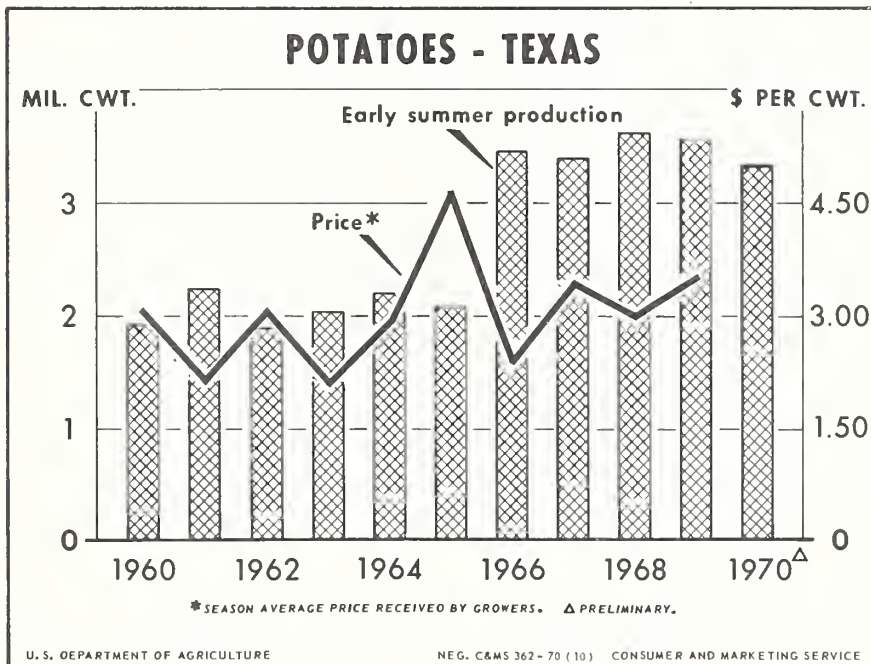


Figure 13

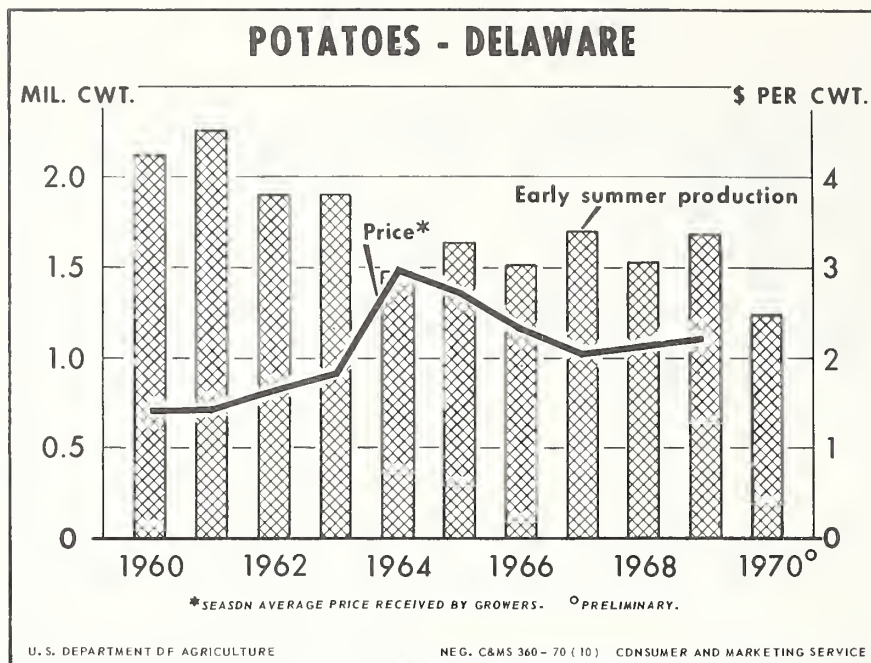


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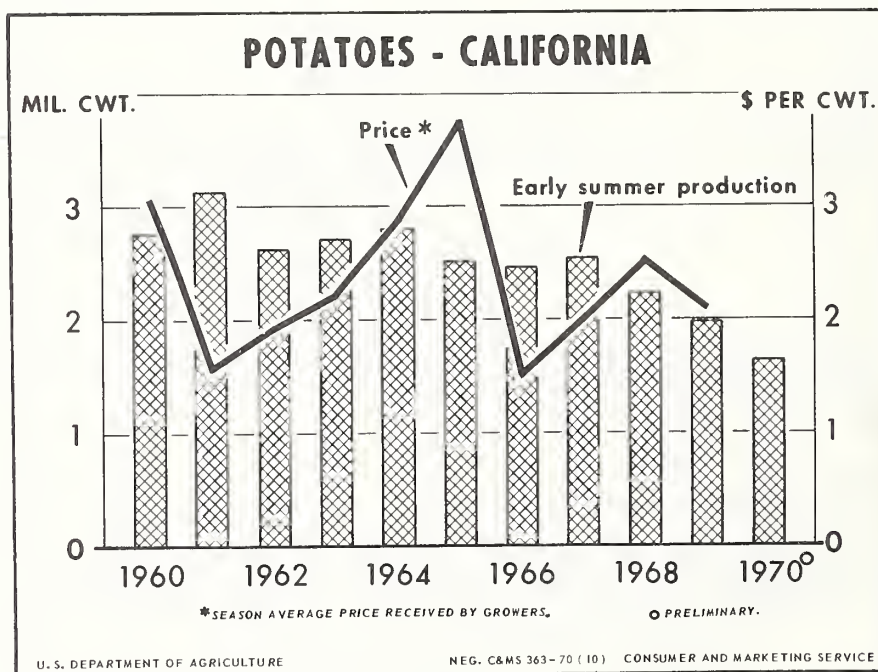


Figure 15

VI. POTATO UTILIZATION

Potato utilization showed relatively consistent patterns during the 1960's. Food outlets absorbed from 72 to 82 percent of the annual crops; seed, from 7 to 9 percent; and residual outlets -- starch, flour, feed and shrinkage, waste and loss -- from 9 to 21 percent.

Total food utilization, which held on a level plane from 1965 through 1968, increased to a record level in 1969. Total food use in 1969 was 245.2 million hundredweight, up almost 6 percent from the 232.0 million in 1968, and 26 percent above the 1959 total of 194.5 million.

Tablestock sales in 1969 reversed a 3-year downtrend and were 2 percent above those in 1968. The 1969 sales were 126.9 million vs. 124.5 million in 1968, and 148.5 million in 1959. Potatoes used for food on farms where grown amounted to a record-low 2.0 million hundredweight in 1969. This compared with 2.1 million hundredweight in 1968 and 5.9 million in 1959.

The total quantity of potatoes used in the manufacture of potato food products was a record 116.3 million hundredweight in 1969, up 10 percent from the 105.4 million in 1968. Use by food processors has shown almost persistent growth since 1956. The processed quantity doubled between 1956 and 1960, and increased almost 138 percent between 1960 and 1969.

Frozen potato products accounted for 44.3 percent of total raw product used by food processors in 1969. Also, chips and shoestrings accounted for 30.5 percent; dehydrated, 21.9 percent; and canned, 3.3 percent.

The percentage of total food use accounted for by fresh potatoes in 1969 was 53 percent, and processed, 47 percent. In 1959, the comparable percentages were fresh, 79 percent, and processed, 21 percent. Possibly by 1971, fresh and processed use may each account for approximately 50 percent of the total potato food market.

Potato seed requirements have shown a slight uptrend. The 1969 seed use was 24.6 million hundredweight compared with 24.4 million in 1968, and 20.7 million in 1959.

Exports of fresh potatoes in the year ending June 30, 1970 were estimated at almost 3.0 million hundredweight; imports were 1.8 million. Foreign trade in fresh potatoes is largely with Canada. In addition to fresh exports in the year ending June 30, 1970, exports of dehydrated potatoes, fresh-equivalent basis, amounted to 1.27 million hundredweight. The over-all foreign trade in potatoes accounted for less than 2 percent of total domestic sales.

The aggregate residual use of potatoes for starch, flour, feed, and shrinkage, waste, and loss varies depending on the size of the crop. These outlets combined accounted for an eighth of the total utilization in both 1968 and 1969. The expansion in food processing facilities has resulted in smaller quantities utilized for starch and flour manufacture. Potato production and utilization data are shown in Figures 16 through 28. Also, see Tables 6, 7, and 8.

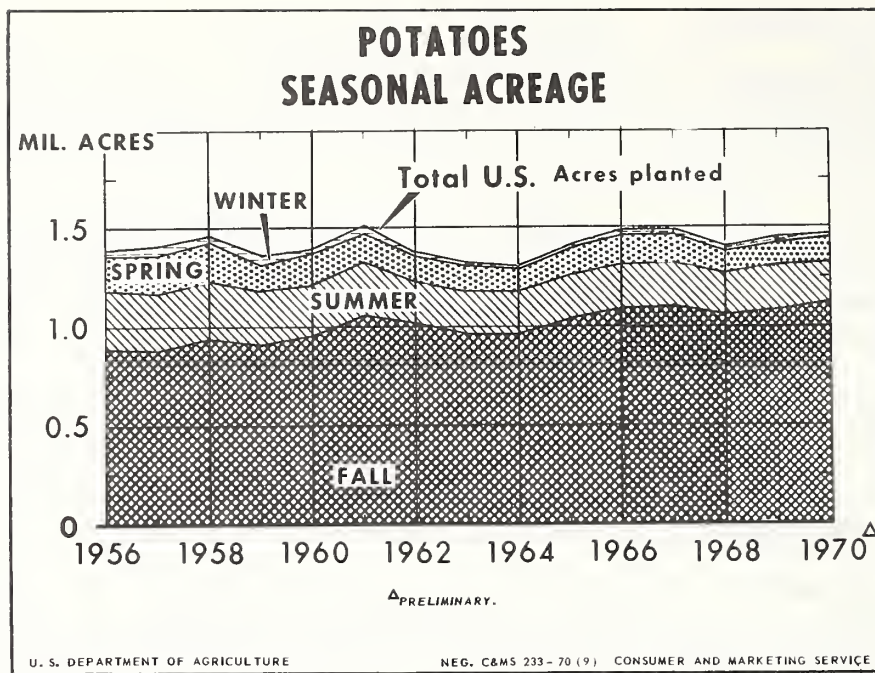


Figure 16

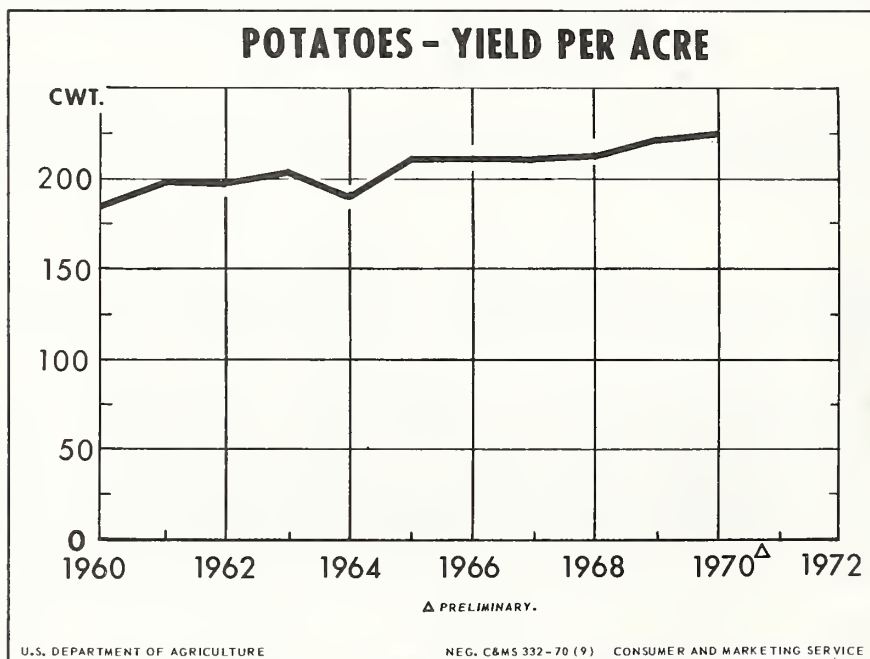


Figure 17

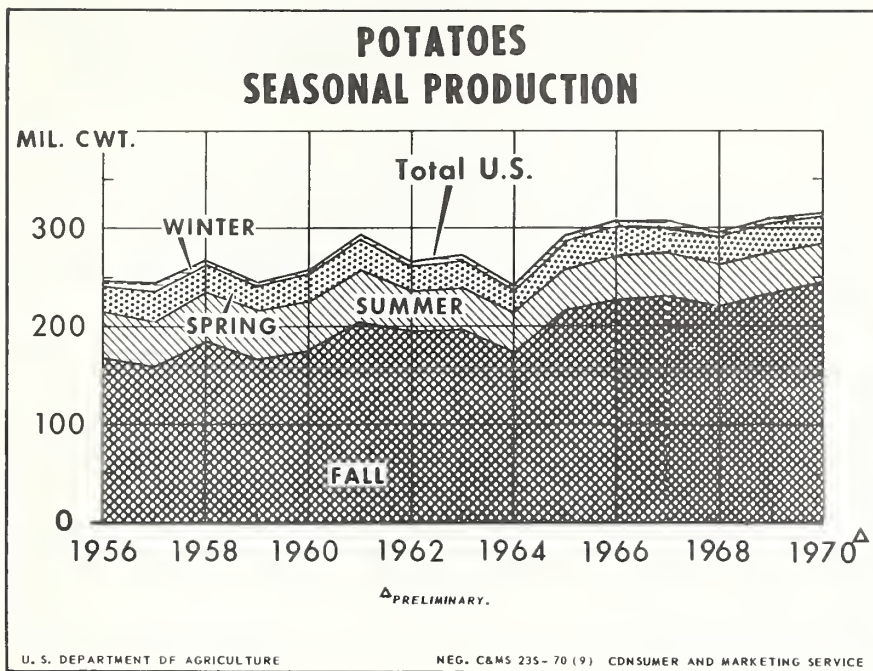


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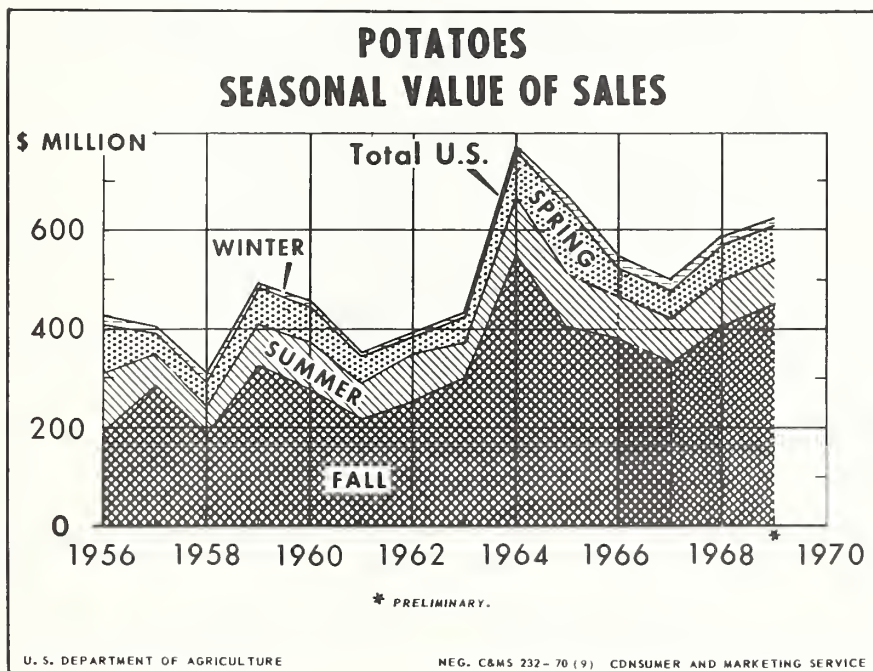


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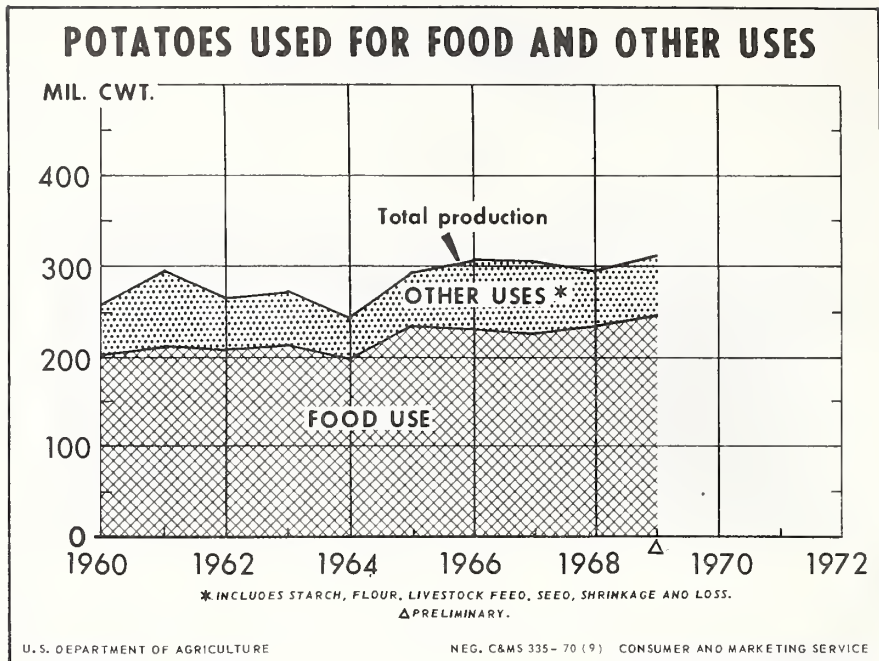


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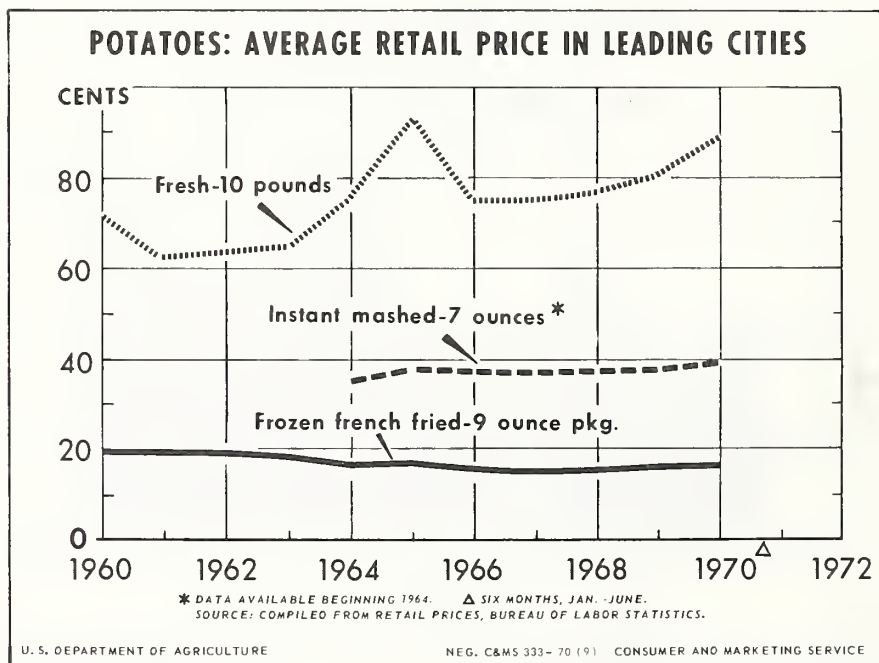


Figure 21

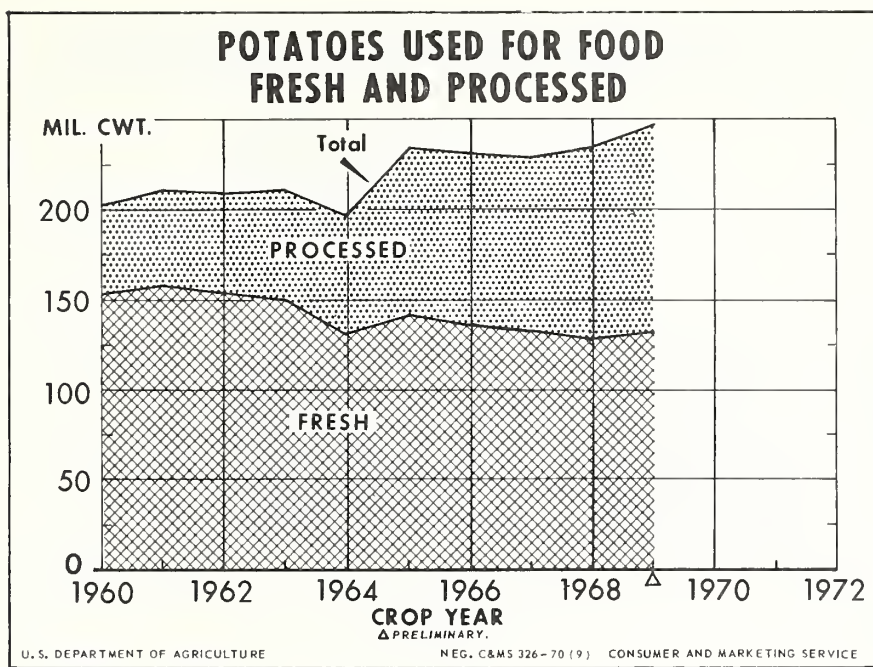


Figure 22

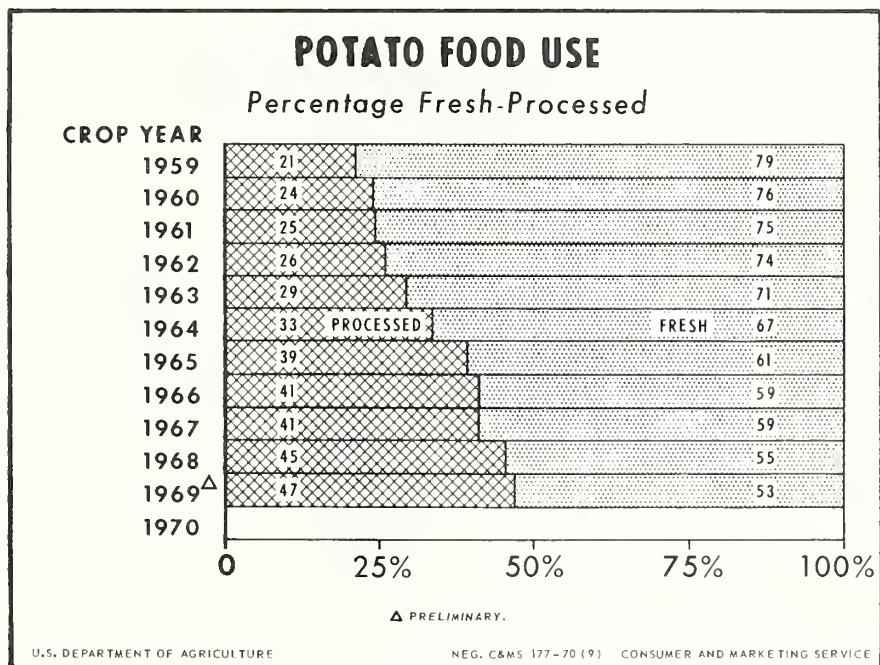


Figure 23

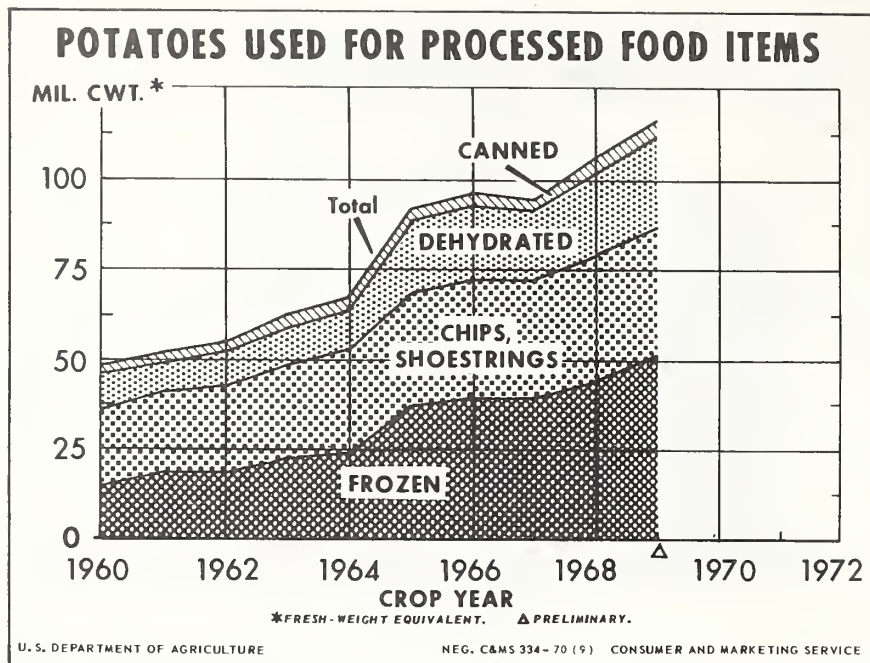


Figure 24

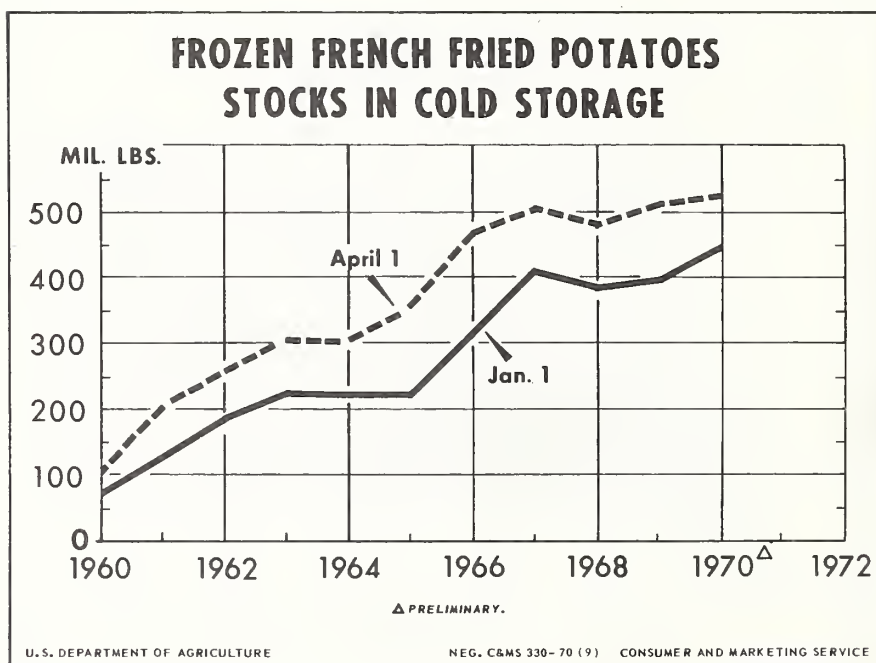


Figure 25

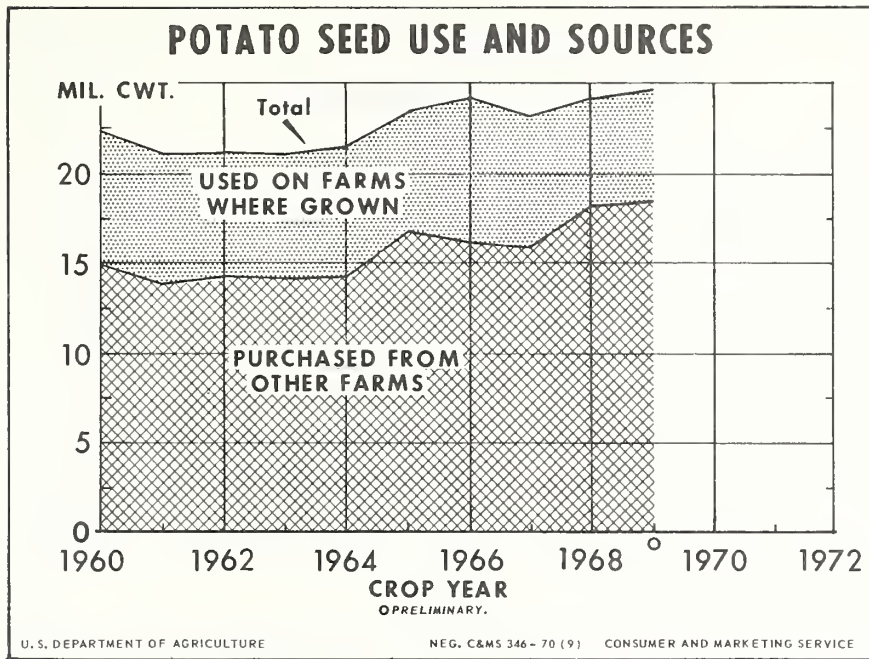


Figure 26

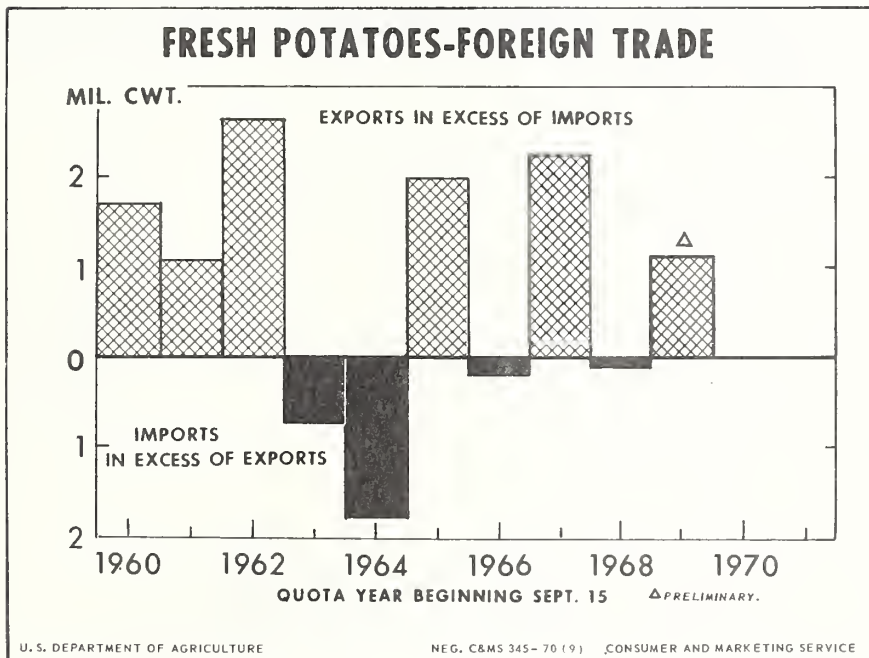


Figure 27

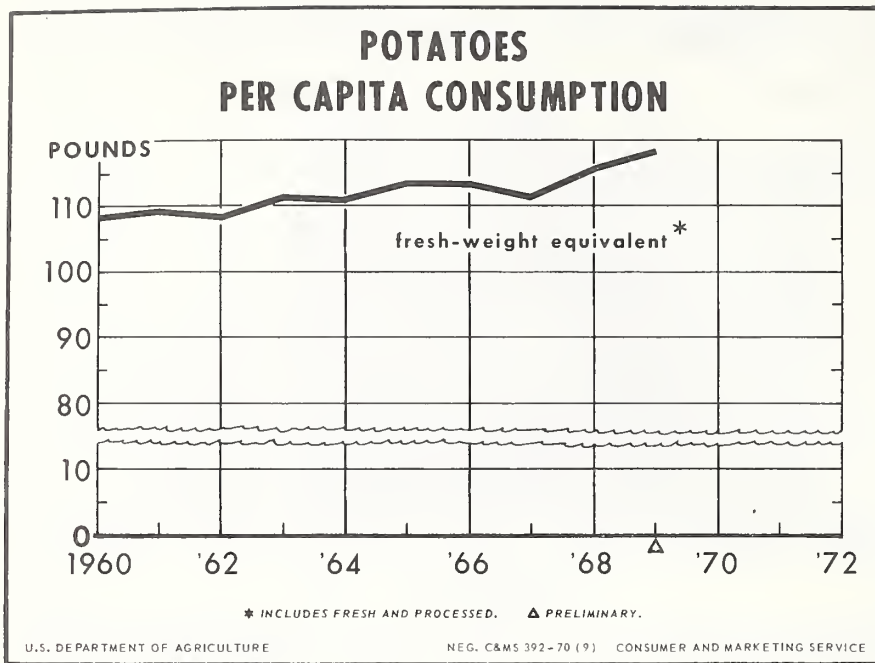


Figure 28

Per Capita Consumption

Per capita consumption of potatoes showed an irregular upward trend during the 1960's. Per capita use in 1969 was estimated at 118 pounds, fresh-weight equivalent, versus 115 pounds in 1968, and 107 pounds in 1959. Details on consumption are shown in Table 6.

Table 6.--Potatoes: Production and per capita consumption, 1956-69

Year	Production	Per capita consumption						
		Total	Fresh	Total	Canned	Frozen	Chips and shoestrings	Dehydrated
		fresh and processed						
	Million cwt.							
1956	245.8	102.7	88.7	14.0	0.5	2.9	8.9	1.7
1957	242.5	109.3	94.2	15.1	.5	2.9	9.6	2.1
1958	266.9	104.7	87.7	17.0	.6	3.5	10.1	2.8
1959	245.3	106.7	86.4	20.3	.5	4.9	11.0	3.9
1960	257.1	108.4	84.7	23.7	.5	6.6	11.6	5.0
1961	293.2	109.2	84.5	24.7	.5	6.8	12.3	5.1
1962	264.8	107.2	79.5	27.7	.4	9.4	13.1	4.8
1963	271.2	111.2	80.8	30.4	.4	11.0	13.9	5.1
1964	241.1	110.8	75.5	35.3	.4	14.6	14.8	5.5
1965	291.2	107.5	69.0	38.5	.5	14.2	15.7	8.1
1966	306.9	113.3	68.5	44.8	.6	17.3	16.6	10.3
1967	305.3	111.1	65.0	46.1	.5	18.9	16.8	9.9
1968	293.4	115.4	66.0	49.4	.6	21.2	17.0	10.6
1969 ^{2/}	311.9	118.2	63.4	54.8	.6	24.5	17.6	12.1

^{1/} Fresh-weight basis.

^{2/} Preliminary.

Source: Economic Research Service, USDA.

Table 7.--Potatoes: Selected data for Seasonal Crops, 1966-70*

Season	Acres		Yield	Production	Price	Season	Acres		Yield	Production	Price
	Pl.	Har.					Pl.	Har.			
	1,000 acres	1,000 acres		Million cwt.	Dollars per cwt.		1,000 acres	1,000 acres		Million cwt.	Dollars per cwt.
Winter											
<u>Early Summer</u>											
1966	25.9	25.5	199	5.1	2.90	1966	87.9	87.1	158	13.7	2.06
1967	24.8	24.7	198	4.9	3.30	1967	88.3	87.3	160	14.0	2.85
1968	22.2	21.9	177	3.9	3.23	1968	86.9	85.3	164	14.0	2.66
1969	21.0	19.8	193	3.8	3.39	1969	86.2	84.8	159	13.5	2.67
1970	19.5	18.8	184	3.5		1970	81.4	80.5	153	12.3	
Early Spring											
<u>Late Summer</u>											
1966	39.0	35.6	138	4.9	3.29	1966	134.9	133.5	220	29.4	2.19
1967	37.0	28.0	105	2.9	3.28	1967	127.8	125.9	227	28.6	2.04
1968	34.4	33.1	152	5.0	3.31	1968	125.3	123.6	242	29.9	1.97
1969	33.0	32.5	175	5.7	2.92	1969	120.3	116.9	249	29.1	2.19
1970	29.8	29.7	162	4.8		1970	121.3	120.8	250	30.2	
Late Spring											
<u>Fall</u>											
1966	115.7	113.3	229	25.9	1.95	1966	1,093.7	1,069.0	213	227.8	1.97
1967	104.7	102.8	230	23.7	2.23	1967	1,114.2	1,088.6	212	231.2	1.68
1968	83.2	82.4	248	20.4	3.05	1968	1,056.3	1,029.8	214	220.8	2.11
1969	92.3	88.5	241	21.3	2.56	1969	1,102.8	1,070.9	223	238.5	2.14
1970	81.6	81.2	255	20.7		1970	1,115.3	1,093.7	230	252.0	
Total Spring											
<u>U. S.</u>											
1966	154.7	148.9	207	30.9	2.17	1966	1,497.1	1,464.0	210	306.9	2.04
1967	141.7	130.8	203	26.6	2.35	1967	1,496.8	1,457.3	210	305.3	1.86
1968	117.6	115.5	221	25.5	3.10	1968	1,408.3	1,376.1	214	294.0	2.23
1969	125.3	121.0	223	27.0	2.64	1969	1,455.6	1,413.4	221	311.9	2.23
1970	121.4	110.9	230	25.5		1970	1,448.9	1,424.7	227	323.5	

* 1970 preliminary.

Table 8 Potatoes, United States: Utilization of 1956-69 crops

Utilization items	Crop year													
	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969
	----- Thousand cwt. -----													
Fresh food:														
Tablestock	146,048	148,408	148,868	148,497	149,002	153,594	149,710	146,981	129,513	139,542	133,856	131,184	124,537	126,872
On-farm	9,312	8,176	7,279	5,913	5,310	4,773	3,955	3,400	2,776	2,597	2,378	2,289	2,114	1,967
Subtotal	155,360	156,584	156,147	154,410	154,312	158,367	153,665	150,381	132,289	142,139	136,234	133,473	126,651	128,839
Processed food:														
Chips, etc.	14,566	17,356	17,063	20,085	21,018	22,642	24,086	26,693	28,783	31,292	32,729	32,406	34,035	35,459
Dehydration	3,223	3,776	5,917	7,656	10,104	8,518	9,280	9,909	10,801	20,166	19,811	19,084	22,761	25,483
Frozen	4,675	4,827	8,263	9,918	15,042	18,138	18,400	22,425	23,654	37,302	39,631	39,609	44,562	51,553
Canned	2,283	2,606	2,864	2,447	2,809	2,775	2,926	3,240	3,201	3,348	3,386	3,358	4,041	3,816
Subtotal	24,747	28,565	34,107	40,106	48,973	52,073	54,692	62,267	66,439	92,108	95,557	94,457	105,399	116,311
(1) Total food	180,107	185,149	190,254	194,516	203,285	210,440	208,357	212,648	198,728	234,247	231,791	227,930	232,050	245,150
(2) Starch, flour	18,336	12,691	18,387	7,718	10,177	20,493	11,285	11,737	2,990	8,081	11,001	12,049	7,752	8,801
(3) Feed sales	7,675	8,950	18,918	6,607	5,348	20,340	7,913	10,103	5,587	5,797	8,440	16,800	8,877	9,620
Feed on farms	4,148	2,718	3,916	3,104	2,940	4,192	3,340	3,087	1,871	2,179	2,930	2,781	2,068	1,495
Total	11,823	11,668	22,834	9,711	8,288	24,532	11,253	13,190	7,458	7,976	11,370	19,581	10,945	11,115
(4) Seed sales	13,435	13,641	13,079	13,583	14,823	13,823	14,333	14,159	14,203	16,922	16,173	15,846	17,407	17,562
Seed on farm	6,752	7,577	7,086	7,093	7,560	7,191	5,955	5,911	7,363	6,510	8,13	7,427	6,985	7,043
Total	20,187	21,218	20,165	20,676	22,383	21,014	20,288	20,070	21,566	23,432	24,286	23,273	24,392	24,605
(5) Shrinkage, and loss	15,339	11,796	15,257	12,651	12,971	16,687	13,627	13,513	10,334	17,433	28,454	22,501	18,845	22,232
(6) Production	245,792	242,522	266,897	245,272	257,104	293,166	264,810	271,158	241,076	291,169	306,902	305,334	293,984	311,903

Source: Annual reports of the Statistical Reporting Service, United States Department of Agriculture.

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